



# Affirmative Market Program

Commonwealth of Massachusetts

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## M/WBE TALK

One Ashburton Place, Room 1017  
Boston, MA 02108

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### Upcoming Events

#### AMP Vendor Procurement Workshop

One Ashburton Place,  
21st Floor Training Room  
Wednesday, Oct. 22, 2003  
10:00 a.m. 1:00 p.m.  
M/WBE's must pre-register  
There is a \$25.00 Per Person  
Off Set Fee  
See our website for details  
[www.mass.gov/amp](http://www.mass.gov/amp)



Statewide Training  
And Resource Exposition

Centrum Centre, Worcester, MA  
April 27th & 28th, 2004  
Market your business to  
state purchasers  
Vendor Booths are now  
available for purchase  
Contact Donna Clemons  
(617)-720-3387  
[Donna.Clemons@osd.state.ma.us](mailto:Donna.Clemons@osd.state.ma.us)  
For more information.

### The Director's Corner

Fiscal Year 2004 is well underway. Departments are working on setting benchmarks for spending with certified M/WBEs for the fiscal year. The AMP tracks benchmarks for the current fiscal year and outlines spending reports from the previous fiscal year. We are in the process of capturing AMP expenditure data for FY'03 in the area of commodities, services, construction and design from all participating state entities by tracking departments' spending with M/WBEs. In addition, we created a methodology designed to track and capture M/WBE subcontracting activity and expenditures for statewide contracts. For the first time, departments have been credited for subcontracting activity for statewide contracts with M/WBE partnerships. A similar methodology is used for department contracts that provides AMP Coordinators and fiscal staff a worksheet report to document M/WBE subcontractor activity by their department. This procedure will maximize crediting participating departments for all M/WBE subcontractors spending achieved. At the same time allowing for a method of ensuring prime contractor commitments contained within their AMP Plans are executed. The submission of AMP Plans is part of all RFRs (Request for Response) over \$50,000. All prime contractors regardless of their certification status have to comply with the AMP Plan approach encompassed in the scope of RFRs.

The AMP Team remains committed to facilitating opportunities and developing initiatives to enhance the participation of certified Minority and Women-Owned Business Entrepreneurs in the state contracting process. Some initiatives offered this fiscal year are:

- AMP Vendor Procurement Workshops (Spring and Fall)
- Annual Statewide Fiscal Year Kick Off (September)
- Monthly AMP Coordinators Statewide Meetings
- Meet the Vendor Series
- Business to Business Mentoring led by the AMP Business Advisory Board
- Marketing and Outreach
- Networking
- Advocacy and Assistance

We look forward to a great year.



Monserrate Quinones  
Executive Director

### From the Board/ Practical Advice to Increase and Create Opportunities

- Janet Santa Anna, AMP Business Advisory Board Member

On September 16, 2003, the AMP Business Advisory Board participated in the AMP Fiscal Kick-Off at the State House by presenting

practical advice and approaches to Certified Minority and Women Owned Businesses. Board members prepared PowerPoint pres-

entations filled with useful information to help guide and increase opportunities to do busi-

Please see "From the Board" continued on Page 6.



Willie Brown, Deputy Director Contract Administration, Department of Conservation and Recreation Division of Urban Parks and Recreation (DCR), served as Master of Ceremonies at the FY'04 AMP Kick Off Meeting.

*"Opportunities are usually disguised as hard work, so most people don't recognize them."*

~ Ann Landers

## AMP Kicks Off FY'04 in Style at the State House

On September 16<sup>th</sup> the AMP held its 4<sup>th</sup> Annual Fiscal Year Kick-Off Event at the Great Hall in the Statehouse. This year's kick-off was sponsored by PFG Springfield and CQ Personnel. We are pleased to report that the event was a great success and was attended by well over 200 participants including representatives from executive branch agencies, legislators, community leaders, and members of the minority and women-owned business community. The AMP Executive Director would like to take this opportunity to thank everyone who participated in this activity, as attendees and presenters alike. Without their support, we could not achieve any initiatives or activities with such success.

Mr. Willie Brown from the Department of Conservation and Recreation Division of Urban Parks and Recreation (DCR), did a great job as Master of Ceremonies. The Reverend Mary Bard-Elliott led the invocation and shared two songs that were truly inspiring. Three Legislators, State Senator Diane Wilkerson, State

Senator Jarrett Barrios and State Representative Marie St. Fleur, shared a message of commitment and encouragement. Other speakers on the agenda included the Director for the Department of Business and Technology, Barbara Berke, Chief Human Resource Officer for the Commonwealth, Ruth Bramson, and State Purchasing Agent, Philmore Anderson III and Fiscal Director for the Department of Business and Technology, Diana Jeong spoke on the challenges and successes she has experienced as AMP Coordinator for her secretariat.

Also on the agenda was a panel discussion led by the AMP Business Advisory Board. Each board member presented a topic of interest to everyone as follows:

- **Olympia Brescia**, CEO, Global Marketing & Communications  
*Overview of Board Initiatives*
- **Janet Santa Anna**, President, The Resource Connection, Inc.  
*How to do Business with State Entities*
- **Gordon Thompson**, President, Westnet, Inc.

*Business Development-Capacity Building for M/WBES*

- **Elissa McCarthy**, CEO, City Lights Electrical Company, Inc.  
*Identifying Opportunities in Construction & Design Contracts*
- **Indira Patel**, CEO, New England Office Supply  
*Approaches for Building Relationships with M/WBES*
- **Pat Vacca**, Manager Corporate Accounts, New England Office Supply  
*Approaches to Marketing with State Entities*
- **Sadie Burton-Goss**, President, Goss Associates  
*Quality Service-Performance Measures for M/WBES*

The panel discussion ended with an enthusiastic question and answer period. Event pictures and copies of the Board's PowerPoint presentations can be found on the AMP's website at [www.mass.gov/amp](http://www.mass.gov/amp).



Sadie Burton-Goss, AMP Business Advisory Board, chats with Barbara Berke, Director of the Department of Business and Technology at the September FY'04 AMP Kick Off Meeting.

## Mentoring Opportunities

The Business to Business Mentoring Initiative was announced at this year's AMP fiscal year kick-off held on September 16<sup>th</sup>. This initiative is led by members of the AMP Business Advisory Board which is comprised of certified businesses covering all four contracting areas including commodities, services, construction and design as well as community leaders whose mission is to work with small and disadvantaged businesses. The Board feels strongly that by providing a mechanism for support from a vendor's perspective as well as individualized guidance which will offer a clearer understanding of the public contracting process representation of minority and women-owned businesses will increase.

Certified vendors interested in participating may fill out the self-referral form, which can be found on the AMP's website and forward it to the program's email address. Once the Board receives a referral form you will be matched with a board member who will contact you. Since our announcement we have received seven referral forms. We look forward to working with vendors who are interested in partnering with our board in their efforts to succeed in all business ventures.

## Build Boston Workshop—Designers, Diversity and DCAM —Ripton Rowe

On November 19, 2003, The Massachusetts Division of Capital Asset Management and Maintenance (DCAM) will be presenting a workshop on diversity at "Build Boston 2003". Build Boston is an annual conference, tradeshow and convention for building industry professionals including designers, engineers and contractors organized and presented by the Boston Society of Architects "BSA" and has over 13,500 attendees.

This year Build Boston will include a conference within the conference sponsored by the AIA Diversity Committee entitled, "2020 Vision - A Di-

versity Conference for Design Professionals." DCAM's workshop, "Designers, Diversity and DCAM" will focus on how the agency has enhanced diversity in a number of areas including: the active participation of Minority and Women Business Enterprises on its design and construction projects and will include information about project opportunities and the designer selection process; its employment and workplace practices including the activities of its Diversity Committee; and, incorporating accessibility and diversity related issues in design.

DCAM is responsible for providing design, construction

and real estate services for Commonwealth public buildings and properties. DCAM expends approximately \$270 million annually on design and construction services and ensures that MBEs and WBEs actively participate on agency construction and design projects through the Affirmative Market Program.

Information about Build Boston 2003 can be found at [www.buildboston.com](http://www.buildboston.com); the AIA Diversity Committee is online at [www.aia.org/diversity](http://www.aia.org/diversity); and additional information about DCAM is at [www.mass.gov/cam](http://www.mass.gov/cam).



Indira Patel, a member of the AMP Business Advisory Board and Panalest at the FY'04 AMP Kickoff, discusses "Approaches for Building Relationships with M/WBEs."

## AMP Kudos to Maryanne Cataldo

Maryanne Cataldo, founder and president of Boston-based City Lights Electrical Co., Inc., and AMP Business Advisory Board member has been named the 2003 New England and Massachusetts Entrepreneurial Success Award winner by the U.S. Small Business Administration (SBA) according to an announce-

ment made by Elaine Guiney, Massachusetts SBA Director.

The Entrepreneurial Success Award is presented annually to an individual who owns and operates a business that received SBA assistance when it was a small business and has since grown into a large business according to SBA

size standards. Cataldo was judged on six basic criteria: Received SBA assistance that led to growth; growth in number of employees; increase in sales; current and past financial reports; innovativeness of product or service; and evidence of contributions to community-oriented projects.

Maryanne Cataldo is a Master Electrician and Harvard MBA with 20 years in the electrical industry. She has grown this full-service electrical construction business, which specializes in commercial, industrial and institutional projects, into a very successful \$25 million firm with 245 employees. Among many other high-profile projects, City Lights just completed a \$7 million contract to upgrade baggage security systems at Logan Airport.

Congratulations Maryanne!

*"Nothing ever comes to one, that is worth having, except as a result of hard work."*

~ Booker T. Washington



Maryanne Cataldo, winner of the U.S. Small Business Administration's 2003 New England and Massachusetts Entrepreneurial Success Award.



Gordon Thompson, President of Westnet Inc., talks about "Business Development—Capacity Building for M/WBEs" at the FY'04 AMP Kick Off Meeting.



## WBE Speaks On The AMP - Jonilee Rossi, President, WBE, CQ Personnel, Inc.



Jonilee Rossi, a WBE and President of CQ Personnel, Inc. speaks about the AMP program.

*"Those who expect to reap the blessings of freedom must undergo the fatigue of supporting it."*

~ Thomas Paine

Established in August of 1996, the Affirmative Action Program (AMP), as we all know, is designed to strengthen diversity in the business community of the Commonwealth of Massachusetts. The mission of the program is to foster the participation of certified Minority and Women Business Enterprises (M/WBEs) in state contracts. The state agencies and authorities that participate in this program have a yearly-spending target for certified minority- and women-owned businesses. This commit-

ment to M/WBEs bolsters our position and supports diversity within the communities of Massachusetts.

I enthusiastically recommend the AMP because it supplies the structural support necessary to ensure that M/WBEs have a fair chance of obtaining state contracts. Each state agency has a specific coordinator that monitors its compliance with the program, and this system guarantees value for all those who take advantage. Monsi manages opportunities for AMP coordinators and M/WBEs through

a forum in which vendors and coordinators share insights and information, and this open dialogue ultimately translates into dollars for vendors. Through this program, M/WBEs gain exposure to decision-makers in ways that have proven invaluable. This unique exchange between state agencies and vendors cultivates a relationship anchored in the drive to aid M/WBEs.

I strongly urge anyone in any certified company to contact Monsi Quinones, AMP Executive Director, for assistance with state contracts.

### A Letter to the Director...

Dear Ms. Quinones;

I want to take this opportunity to congratulate you in your efforts to include more minority vendors in the State purchases and contracts. In your Newsletter you have a section "Special Recognition to Exceptional People". I would like you to know and include a group of very exceptional people, they are: Detective Paul Jarosiewicz, Director of Law Enforcement Programs and Christine DelGreco, Law Enforcement Programs Specialist from the Executive Office of Public Safety Programs Division (EOPS). They invited our company Medical Equipment Specialists, Inc. to participate in the State-funded Automatic External Defibrillator purchase bid. They treated our company in a very professional manner with respect and fairness throughout the bid/purchase process. They deserve recognition for their effort in working with a minority vendor like us.

Sincerely,

Yolanda Paredes  
Vice president  
Medical Equipment Specialists, Inc.



Olympia Brescia speaks about the AMP Advisory Board Initiatives at the FY'04 AMP Kick Off Meeting.

## Enhanced Comm-PASS Offers Value for Entrepreneurs

—Philmore Anderson, State Purchasing Agent.



In 1996, OSD demonstrated its entrepreneurial spirit by launching Comm-PASS, the nation's first web-posting system for all executive agency solicitations and contracts valued at over \$50,000. In the past seven years, which count as seven eons in the technology age, the Commonwealth's Procurement Access & Solicitation Site has supported thousands of interested bidders seeking opportunities with Massachusetts' public purchasers 24 hours a day, seven days a week.

State Purchasing Agent Philmore Anderson III is pleased to announce that the next generation is on the horizon and that OSD's support for entrepreneurs is alive and well. Along with its partner

BearingPoint, formerly KPMG Consulting, OSD will launch Enhanced Comm-PASS in July 2004. The new system will completely replace and upgrade Comm-PASS with new functionality for public purchasers including workflow automation and document templates. Enhanced Comm-PASS will continue to offer free, 24x7 access to solicitations, but interested bidders will also enjoy better search capability, refined product and service categories and an expanded purchaser pool. Specifically, OSD has offered every eligible public entity access to post their solicitations at no charge. This access is expected to significantly increase the number of opportunities available to interested bidders.

In addition, Enhanced Comm-PASS offers interested bidders value-added features that support operational efficiencies and effectiveness, including:

- Web-desktop to manage subscriber's solicitations and contracts

- Automated, full-cycle email notification, including all updates, of solicitations that match a customizable profile
- On-line bid submission capability
- On-line Bidder Conference capability

It's simply good business practice to promote efficiency within your own operations," said Anderson, "OSD's business is Best Value, so it only makes sense to promote efficient operations within the bidder community, as well."

The Enhanced Comm-PASS system will continue to offer bidders an opportunity to network with other bidders by registering Interested Bidders as potential prime and sub-contractors. The system will also continue to validate SOMWBA certification of bidders against the official SOMWBA database.

More information will be available throughout the year at the OSD portal <http://www.mass.gov/osd> and in this newsletter.



Philmore Anderson, State Purchasing Agent, hands out some award certificates to retirees at the AMP FY'04 Kick Off Meeting.

*"In order to succeed, your desire for success should be greater than your fear of failure."*

~ Bill Cosby



State Senator Dianne Wilkerson spoke about her support for Minority and Women owned businesses and shared her office's own initiatives at the September FY'04 AMP Kick Off Meeting.

## AMP Bids Farewell and Best Wishes to it finest...

AMP Coordinators retiring from state service were honored during this year's fiscal year kick-off. Retiring this year are A. Victoria Mederos (EOHHS), Alis Slazek (Military) and George Buggs (DCAM). These Coordinators together represent a combined total of nearly 80 years of service to the Commonwealth. They received a citation from the governor's office as well as a certificate of recognition of their tireless dedication to M/WBEs from the AMP. We all shall certainly miss their creativity, support and camaraderie and wish them the best in all their future endeavors for their well-deserved retirement. Buena Suerte!



Philmore Anderson III, State Purchasing Agent, speaks about the positive impact the AMP program has had in including M/WBE Vendors in the Commonwealth's purchases, at the 4th Annual FY'04 AMP Fiscal Year Kick Off Meeting. For complete details about the event, see article on Page 2.



The Great Hall in the State House provided a fitting atmosphere for the FY'04 AMP Annual Fiscal Year Kick Off Meeting on September 16, 2003. Over 200 people attended the event.

## From the Board... *Continued from Page 1.*

ness with state entities. All of the presentations are posted on the AMP website and can be viewed at [www.mass.gov/amp](http://www.mass.gov/amp). In addition to posting the presentations on the web site this newsletter will feature an overview of each presentation over time. Janet Santa Anna, President of The Resource Connection, Inc. has served on a statewide contract providing Temporary Office Help to the Commonwealth since 1992, discussed "How to do Business with State Entities."

My objective was to provide W/MBE's with a basic plan about "How to do Business with the State". It begins with advising M/WBE's that the first step is to prioritize the state as an important client. Like any targeted account or important client you must be willing to make a concentrated effort to identify and secure opportunities. The follow-

ing highlights the plan.

- Develop a written plan to identify opportunities
- Review the information gathered and develop specific goals
- Execute and Action Plan to achieve optimum results
- If you win a bid be prepared to market your business

The presentation provided specific steps in the planning process. For example, assign a qualified staff member to manage the process, check COMPASS three times a week, research the AMP Annual Report, and maintain your certification as a M/WBE or become certified through the State Office of Minority and Women Business Assistance. Consider subscribing to the Solicitation Notification Service offered by OSD. The cost is \$275. per year. In return you receive e-mails that inform you about bid opportunities in every category you select. Participate in the Vendor

workshops provided by the AMP, get familiarized with bidding language, and research all subcontracting opportunities. More importantly, network and market your business – the AMP will offer some of these opportunities – others you will have to create on your own. The AMP Business Advisory Board also has a Mentoring Initiative to provide support, training and an understanding of the public contracting process to certified businesses.

I hope this information will encourage and motivate minority and women business leaders to develop a plan to do business with the state. I truly believe, "If you fail to plan – plan to fail." I also believe if you execute a good plan you will succeed. For more information please visit [www.mass.gov/amp](http://www.mass.gov/amp)



Janet Santa Anna, a member of the AMP Business Advisory Board, had everyone's attention at the FY'04 Kick Off when she lead the panel discussion on "How to do Business with State Entities."

### How to Reach Us...

#### Affirmative Market Program

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